

Heath Weaver

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With over two decades of experience, I've honed a versatile skill set that bridges technical expertise with strategic leadership. My career reflects a consistent ability to innovate, drive growth, and lead teams towards achieving ambitious goals, making me a strong candidate for roles that demand both vision and execution.

Career

Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Designed and implemented a scalable architecture with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds, enhancing system efficiency and reliability.
- Improved deal extraction accuracy from 80% to 95% by refining AI models and transitioning to Python-based LLM and OCR tools, demonstrating a data-driven approach to decision-making.
- Reduced page load times from 18 seconds to under 1 second by optimizing database design and implementing Redis for task queuing, showcasing structured and organized execution.

Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Mastered time management and self-prioritization, overhauling email strategies to boost client revenue by 34%.
- Structured and executed a project planning system, aligning stakeholders and increasing productivity by 94%.
- Built trusting relationships with stakeholders, closing 35% of deals across 200 opportunities and enhancing client satisfaction by 10%.
- Implemented AI-powered solutions for copywriting, saving 6% annually while improving service quality and customer satisfaction.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed and delivered a four-week Sales boot camp, enhancing sales team capabilities and aligning with structured, organized planning requirements.
- Created marketing assembly lines for 15 SaaS products, ensuring clear communication and stakeholder alignment, leading to streamlined product launches.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Directed daily operations and structured strategic plans, aligning stakeholders including c-level executives, leading to the successful execution of high-impact campaigns for clients like Samsonite and Bacardi-Martini.
- Built trusting relationships with stakeholders, combining empathy with direct conversations, while overseeing the digital division's focus on growth through testing and optimization, enhancing clients' digital presence.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Structured and executed a multichannel e-business strategy, aligning with Board of Directors and stakeholders, resulting in a 75% revenue increase and 40% reduction in customer churn.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jun – 2010-Feb | Brussels

- Mastered time management and self-prioritization to align European search activities, achieving a 103% increase in search traffic year-on-year.
- Structured and executed Pan-European search campaigns, securing top 5 listings for high-volume keywords, enhancing brand visibility and sales.
- Developed a data-driven 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years, demonstrating resilience and detailed research.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Mastered time management by streamlining financial processes, reducing monthly workload by 4 days, enhancing efficiency and self-prioritization.
- Structured and executed a profitability turnaround plan, increasing operational profit from 0% to 5% in 3 years, aligning stakeholders and seeing through to execution.
- Built trusting relationships with stakeholders, combining empathy with direct conversations to quadruple budget allocation through strategic collaboration with Senior Management.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity and aligning with the role's requirement for efficiency and a bias for action.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

This CV/Resume was tailored to this position with an AI agent that I built myself. If you'd like to chat with that agent and get more insight into my profile, please visit heathweaver.com/career and enter the code: 7618608e0cb9081f6f75